

FIG. 1

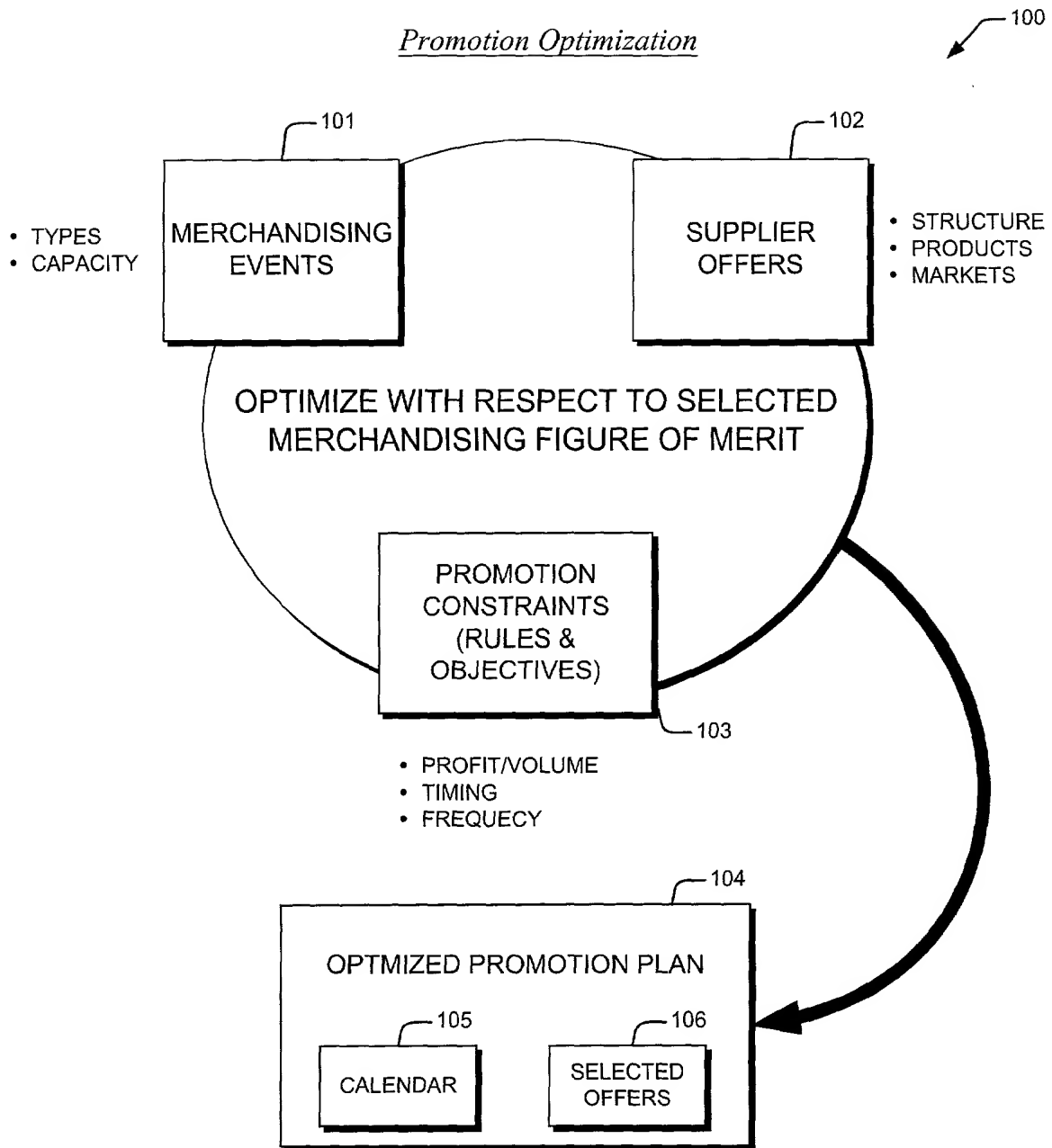


FIG. 2

Apparatus for Merchandise Promotion Optimization

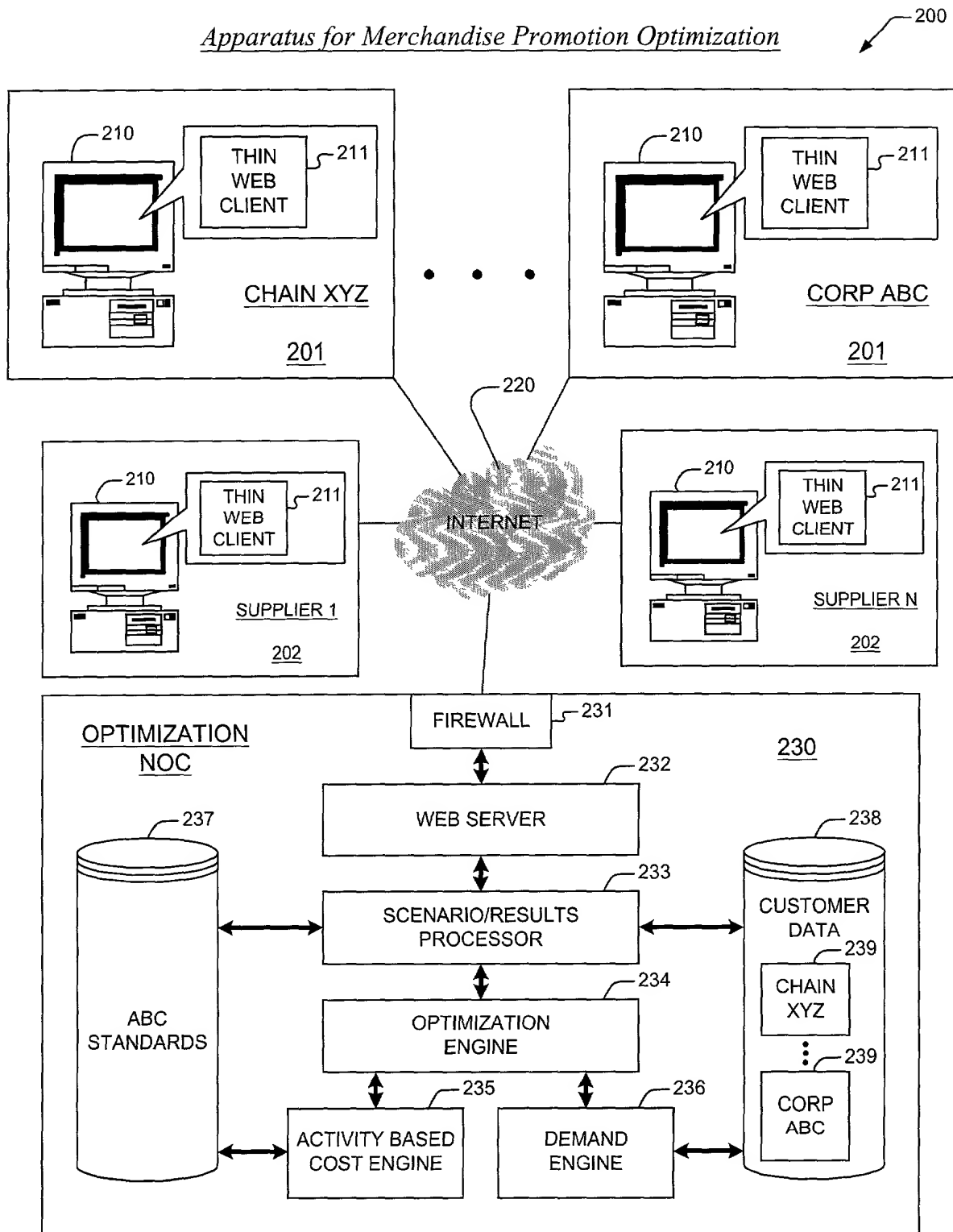


FIG. 3

Optimization Engine Details

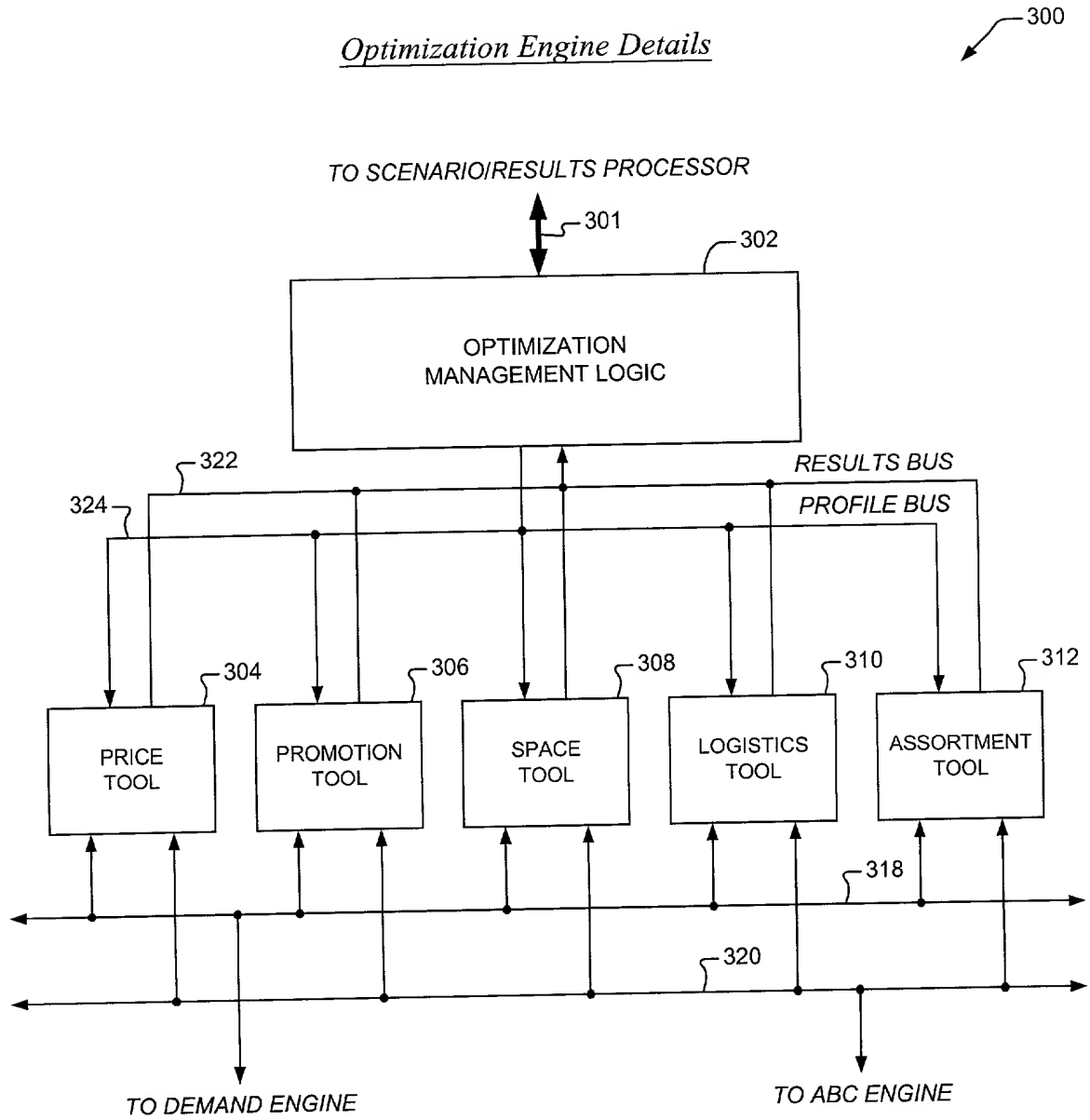


FIG. 4

Scenrio/Results Processor Details

400

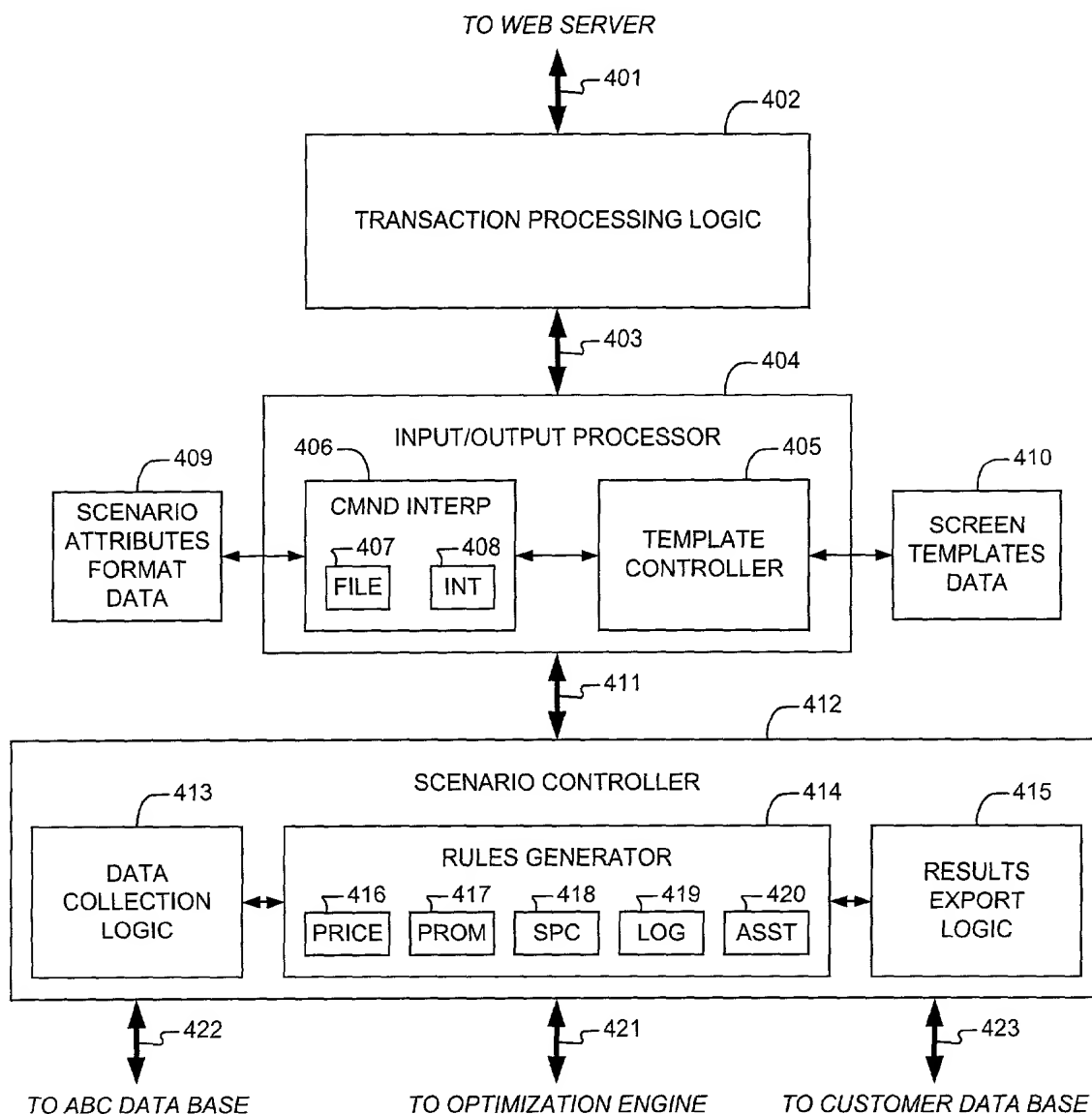


FIG. 5

Method for Optimizing Merchandising Promotion Plan

500

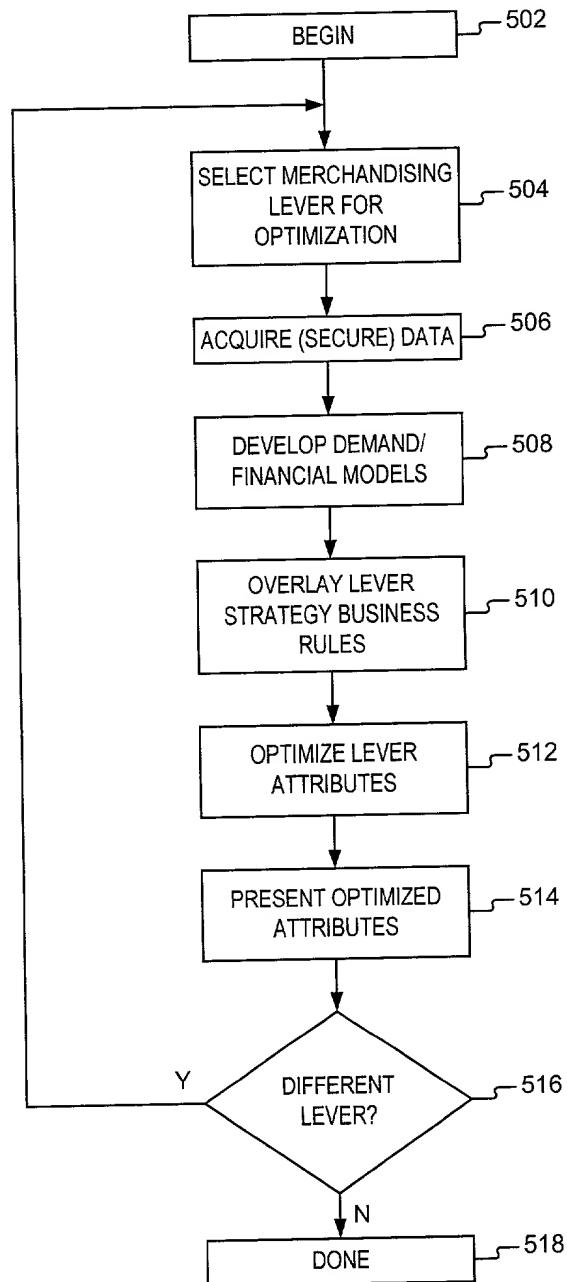
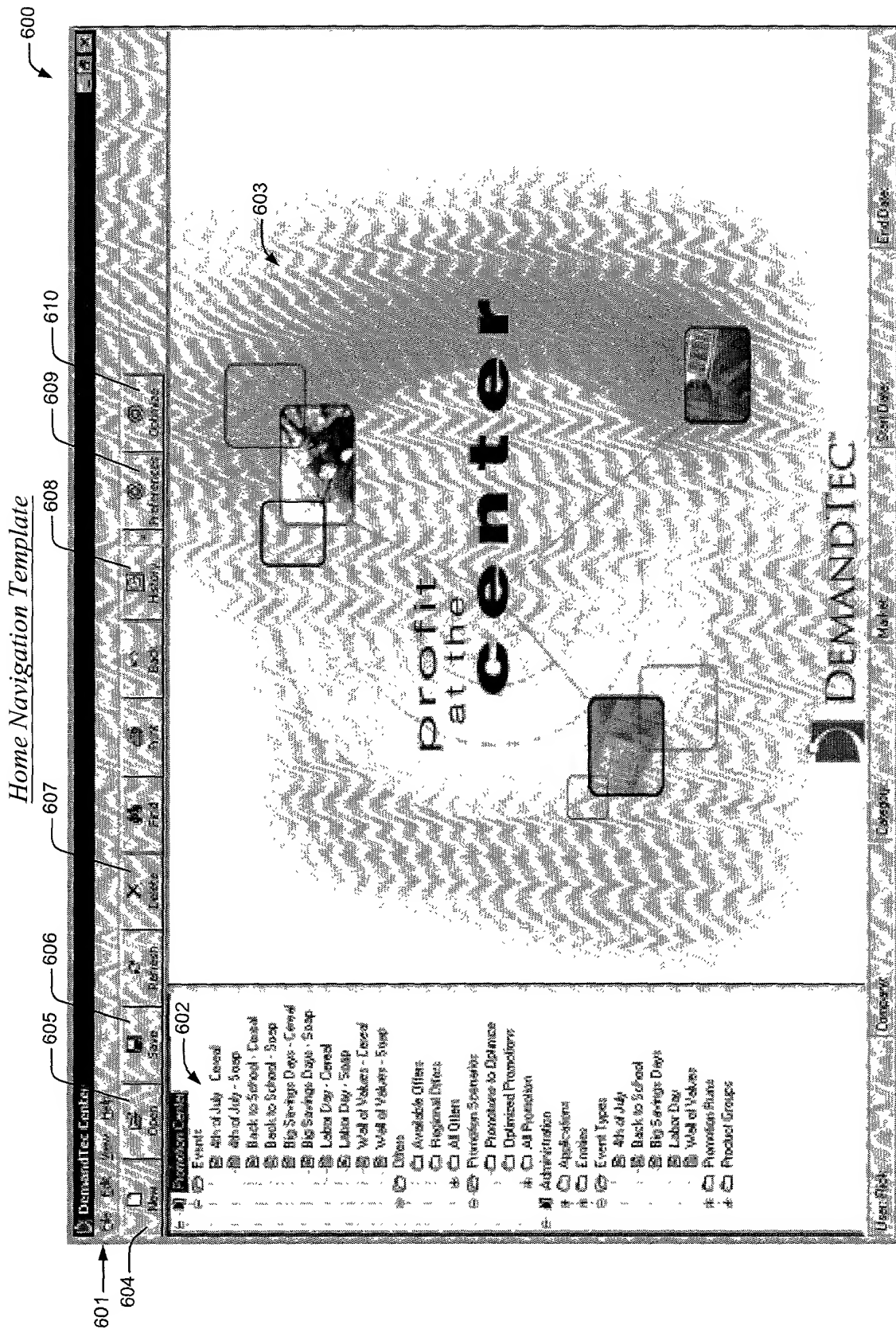


FIG. 6

FIG. 6



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FIG. 7

Preferences Template

700

DemandTec: Promotion Center

DemandTec Promotion Center - Planning Wizard

Add filters to establish global planning variables

Enter filtering start and end dates 701 8/1/2001 8/1/2001 702

Start Date	End Date	Day	Month	Year	Class
8/1/2001	8/1/2001	8/1	8	2001	Class
8/1/2001	8/1/2001	8/1	8	2001	Class
8/1/2001	8/1/2001	8/1	8	2001	Class

Enter filtering start and end dates 702 8/1/2001 8/1/2001

Start Date	End Date	Day	Month	Year	Class
8/1/2001	8/1/2001	8/1	8	2001	Class
8/1/2001	8/1/2001	8/1	8	2001	Class
8/1/2001	8/1/2001	8/1	8	2001	Class

OK Cancel

+

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FIG. 9

Promotion Event Configuration Area

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916

Event Type: Active

Marketing Fee: \$5,000.00

Fixed Cost: \$3,500.00

In Store Activity: ☐ In Weeks: ☐ Same Place across Market

Duration: 6

	Week 1	Week 2	Week 3	Week 4
Display	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Ad	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Min. Display: 20

Max. Display: 25

Min. Ad: 10

Max. Ad: 20

Capacity (each M): 1,000

Maximum Item: 2

Storage Type: ☐ Use Same Brand ☐ Use Same Line ☐ Dry Shelf Space

Ad: ☐ Max. Items: 3

914

915

916

Completed: ☐ Line Start: ☐ First: ☐ New: ☐ Price: ☐ Date: ☐

Finished Category: ☐ First: ☐ New: ☐ Price: ☐ Date: ☐

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FIG. 11

Supplier Offer Configuration Area

1100

1101

1102

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1104

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1106

1107

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1109

1110

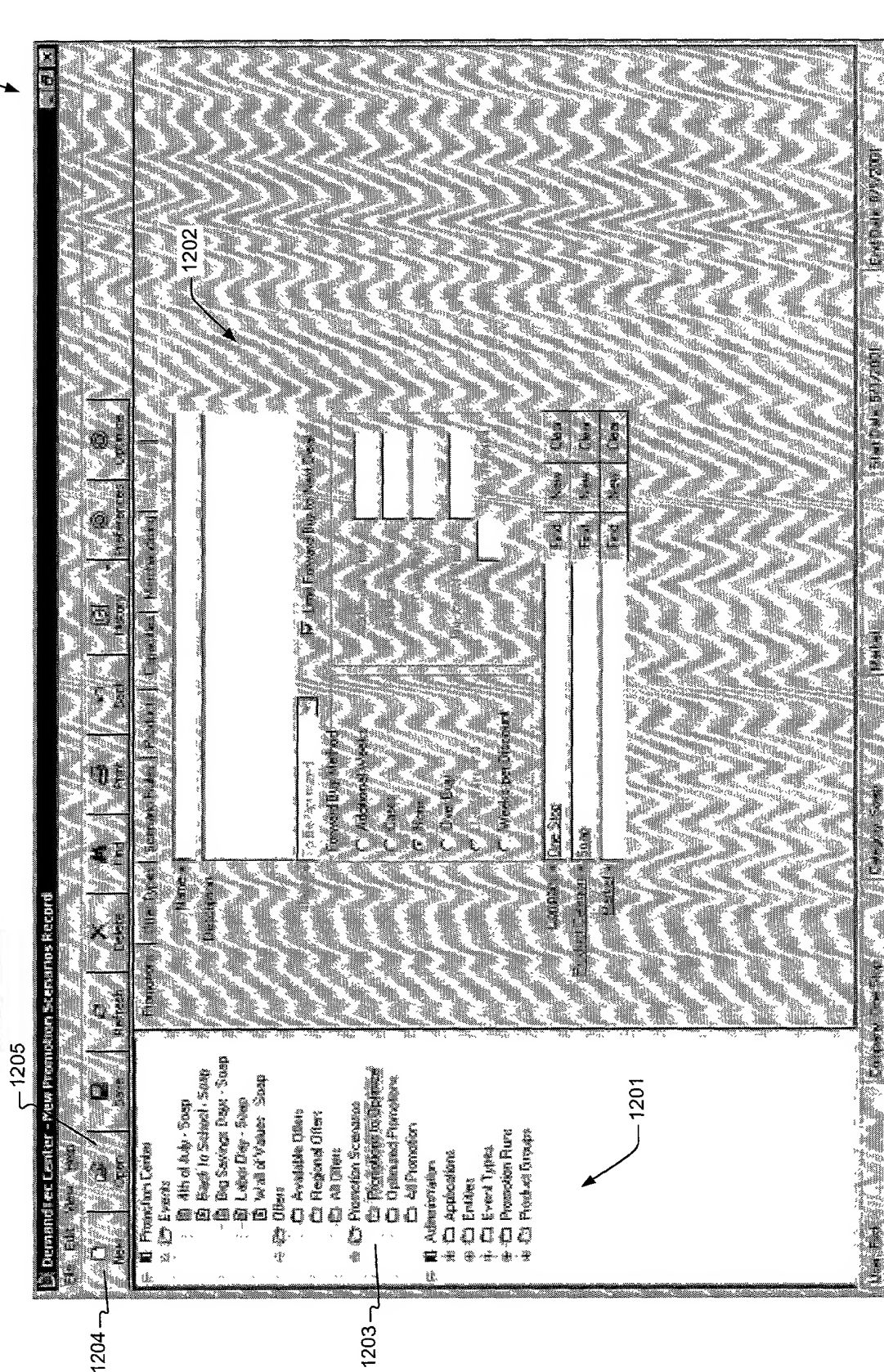
1111

1112

Event Requirements	
Name	End of Year Blow-Out
Description	Description field
Supplier Discount	End New Deal
Supplier Label	End New Deal
Deal Code	123456
Start Date	5/1/2003
End Date	5/1/2003
Deal Type	Case Allowance Offer
Amount Paid	\$5.00
Case Allowance	\$5.00
Excluded Recount	Excluded Recount
Payment	Payment
Participate	Participate
Include	Include
Save Program	Save Program
Due Date	Due Date
End Date	End Date
Notes	Notes

+FIG.12

Promotion Scenario Configuration Template - Promotions Area



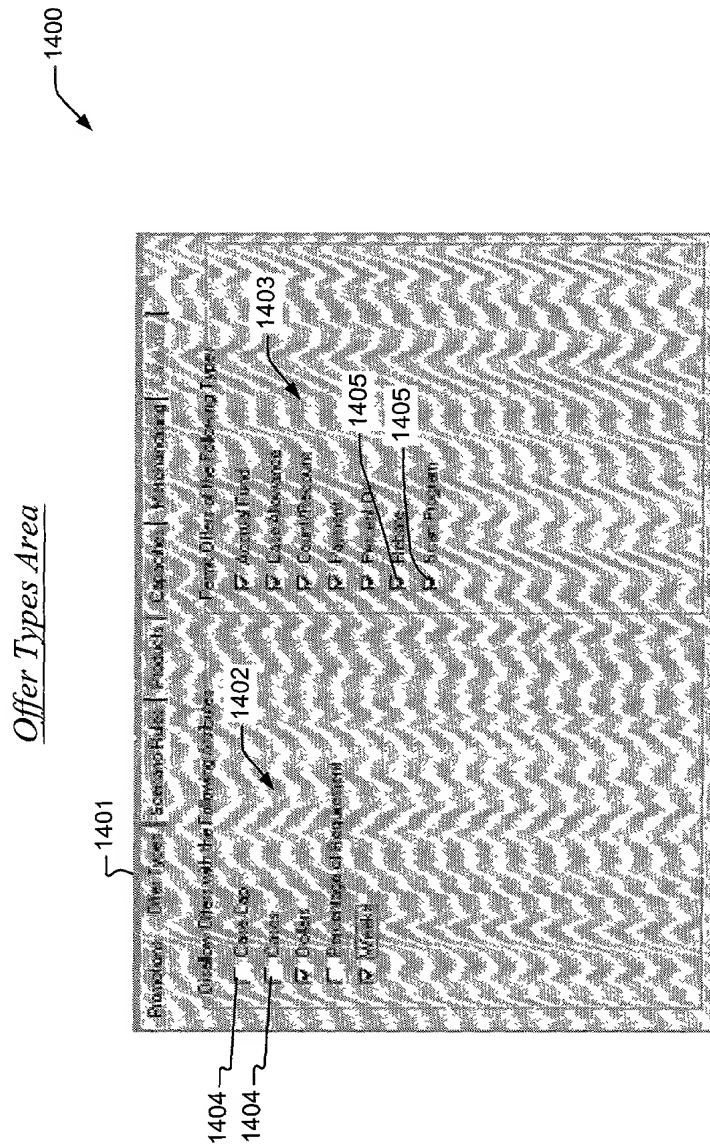
120

12

1201

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FIG. 14



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FIG. 15

Scenario Rules Area

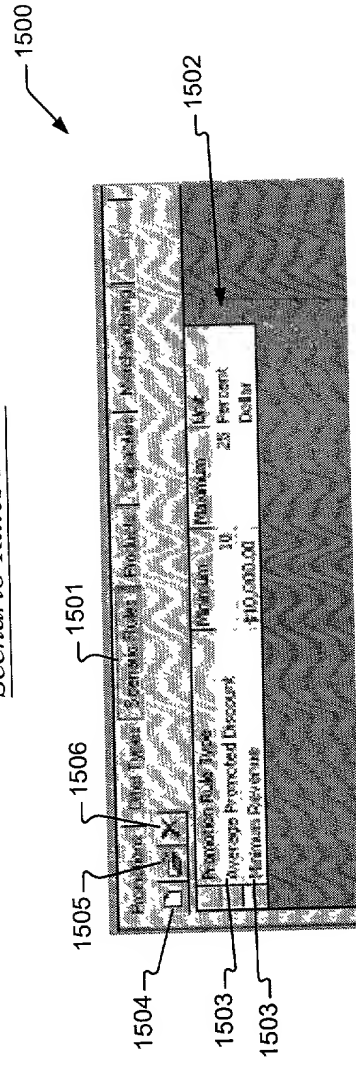
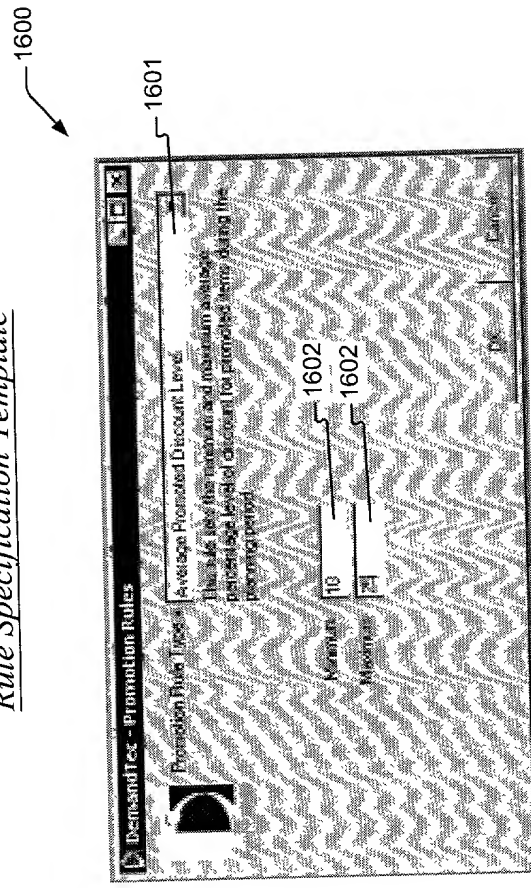


FIG. 16

Rule Specification Template



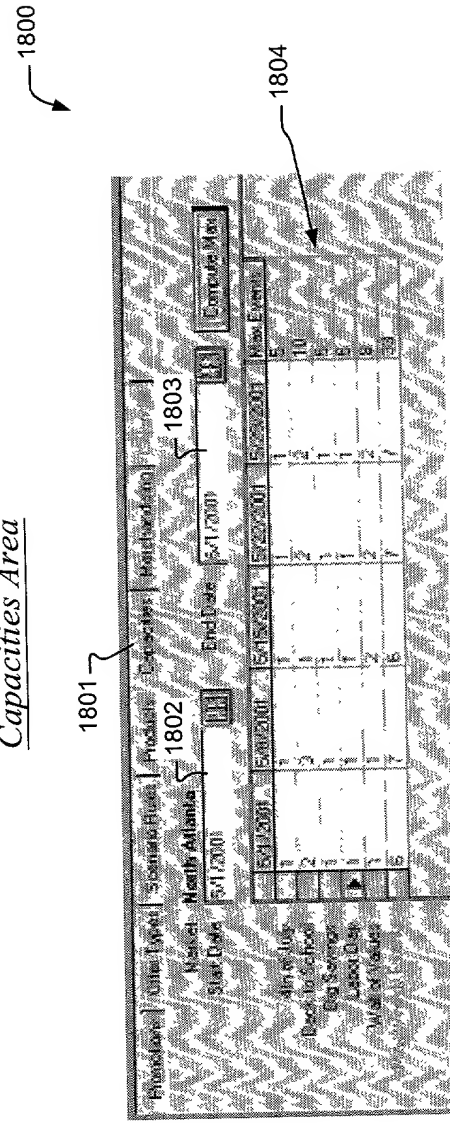
[illegible]Capacities Area

FIG. 19

Merchandising Area

1900

1901

1902

1903

1904

Promotions | Other Types | Scenario Filter | Product | Categories | Merchandising

Category Promotion

Max End 2 Max Start 1 Frequency Week Max Gap 1 Gap Unit Week

Event Promotion

Max End 2 Max Start 0 Frequency Week Max Gap 1 Gap Unit Week

Non Promotion

Max End 4 Max Start 1 Frequency Week Max Gap 2 Gap Unit Week

FIG. 20

Optimization Wizard - Promotion Scenario Selection Template

2101 ~ 2000

2001

DemandTec - Promotion Center Optimizer

DemandTec Promotion Center - Optimization Wizard

Select a Promotion Scenario to Optimize

Promotion

Next Back Cancel

+

FIG. 21

Results Template - Optimized Calendar Area

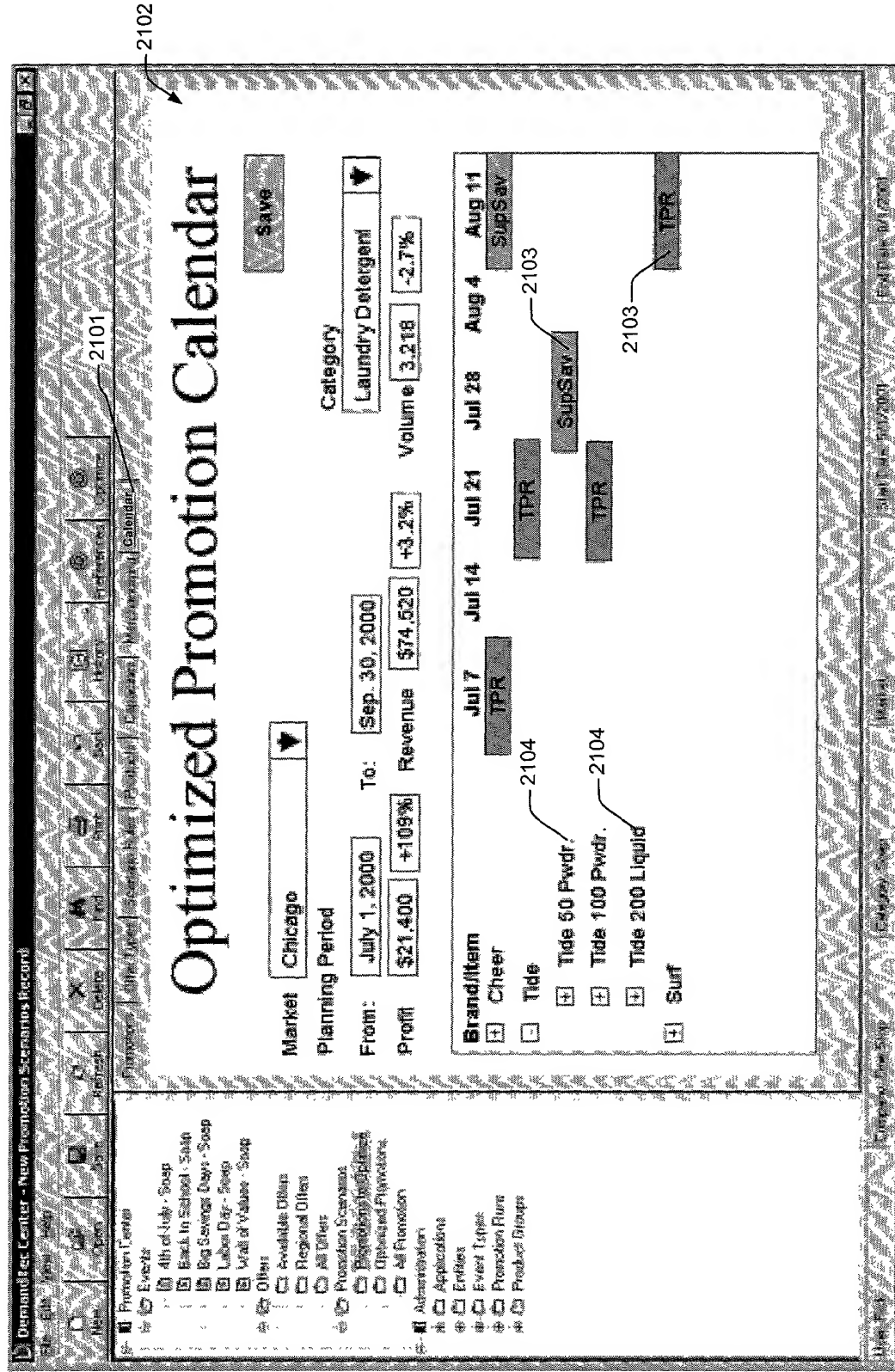


FIG. 22

Results Template - Event View Window

